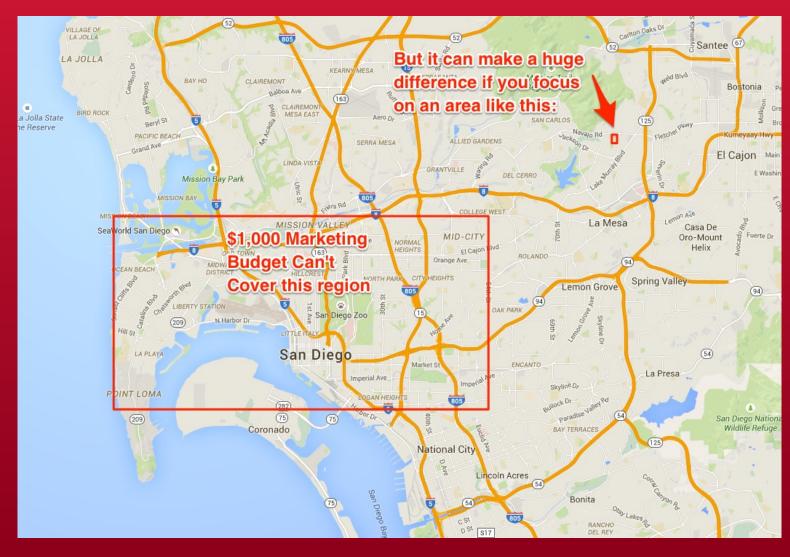
Get more listings through

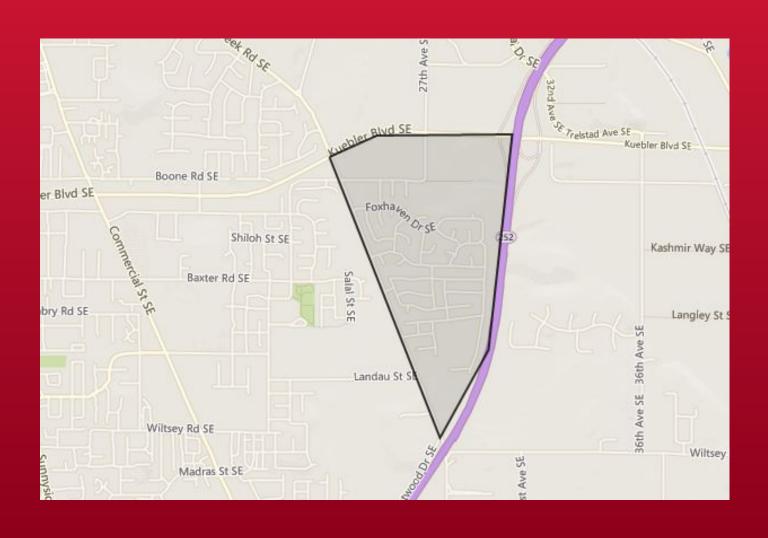
• Farming has always been one of the most effective ways to generate listing leads. The concept is simple. You specialize in a small geographic region. This can be a subdivision, neighborhood, community, or town.

• By concentrating your efforts in a specific area, it allows you to establish your brand and centralize your listings and sales. To be a successful farmer you must commit to an area and understand that it's a marathon, not a sprint.



#### Choosing Your Farm

- Work areas where you live, you are familiar with, you like, you have sold homes, or a price range you would like to be in.
- Minimum 300 homes to start. This number should increase over time.
- Minimum 6% turnover in previous 12 months.
- Easiest if there is no dominant agent currently farming in the area.



#### Choosing Your Farm

- Ask a title company to provide you with a list of all properties within your selected area.
- Home many homes are there? Does it meet the minimum?
- How many have sold in previous six months. Does it meet the minimum?
- Is there a dominant agent?

#### Start Farming

- What's Your Budget?
- Direct Mail
- Door Knocking
- Neighborhood Events/Giveaways
- Home Valuation Landing Pages

Start Farming – What's Your Budget?

- What is the total amount you can allocate to farming? Figure out how much it will cost to hit every house at least 2X/month at a minimum
- First look at your marketing activities and the associated costs.

  Some cost \$\$ like direct mail, holiday door knock gifts, sponsoring a community event. Use ROI as your deciding factor as you plan out your activities for the year. Planning activities a year in advance gives you the confidence of knowing what you're doing, when and how much of your budget is going to marketing.

Start Farming – Direct Mail

- 3 pieces a month X first 3 months (JL, JS, Yikes, Market Update, Home Value)
- 2 pieces a month thereafter
- Quarterly Newsletter

ALL MARKETING PIECES LEAD BACK TO A HOME VALUATION PAGE!!!

#### Start Farming – Door Knocking

- Dress professionally
- Knock entire neighborhood every 12 weeks
- Have something for them
  - Market Report
  - Just Listed Flyer
  - Small Gift
  - Open House Invite (12-1 Serving lunch for neighbors before opening to public)

#### Start Farming – Door Knocking

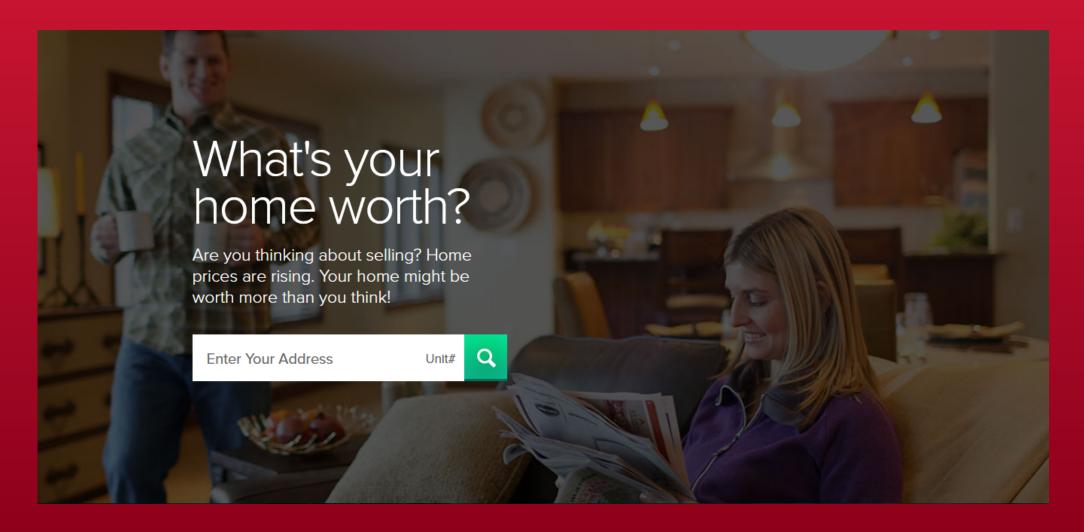
- Have a conversation
  - How long have you lived here?
  - Are you from here?
  - We need inventory!
- F.O.R.D.
  - Family
  - Occupation
  - Recreation
  - Dreams

#### Start Farming – Neighborhood Events/Giveaways

- Neighborhood garage, yard sales
- Home improvement seminars
- Sponsoring an athletic team
- Spring cleaning event
- Community charity drive for gently used clothing
- Easter Egg Hunt
- Coloring Contest
- Free pictures with Santa

Start Farming – Home Valuation Landing Page

- Capture your farm electronically.
- Tie-in to social media ads targeting your farm and surrounding area.
- Include on all your direct mail marketing material.
- When someone in your farm registers, follow up!!!
- Boomtown, Boldleads, Market Leader, Home Value Leads, Leadpages, and on and on and on...



#### Committing to a successful farm

- Remember farming is a long-term commitment...and CONSISTENCY of connecting with the people in your farm is key. Homeowner's need to hear from you, see you and receive information from you on a regular basis.
- Deliver value be the farm expert. Your role as the go-to agent in an area is to be the most knowledgeable person about the area...you are the FARM EXPERT. Specifically, what is happening with the values in the neighborhood, how many are currently on the market for sale, what new initiatives can possibly be affecting their home values. What are the specific issues these homeowners want to know about and how can you bring them the answers and give them the inside scoop about their community.

#### Committing to a successful farm

- Know your inventory every time a home comes on the market you should be previewing it. Homeowners come and go but that home is there for years to come. You need to know as much about the inside as the outside. Make notes after previewing to put in your farm folder.
- As soon as a new home owner moves in, you should be the first there with a 'Welcome to the Neighborhood" basket of goodies (things from local shop owners is always good and they will often donate to get their names in front of new people). New homeowners have no preconceived ideas of what the neighborhood is like so it would seem perfectly natural for you to knock on the door and introduce yourself as their Neighborhood Professional Realtor. Let them know you are there to be of service to them and their family and that you will be walking the neighborhood from time to time to share valuable information. This will put them at ease with you immediately. Think how much faster you will know everyone in your farm by these simple tips!
- Quick domination comes from having a plan and following it religiously. You must out-work and out-service competition to succeed. Like all areas of lead sources, plan ahead, plan your budget, plan your marketing, plan your schedule so your system is predictable and profitable.